

GETTING ON IN THE WORLD--OR TIPS TO SUCCESS FOR YOUNG MEN

SUGAR CATCHES
MORE FLIES
THAN
VINEGAR.

FINE MANNERS
MAY BECOME AS
GOOD AS CASH
FOR CAPITAL.

ART OF PLEASING--By Dr. Orison Swett Marden.

What thou wilt,
Thou must rather enforce it with thy
smile.
Than how to it with thy sword.
--Shakespeare.

"WHY did our friend never succeed
in business?" asked a man re-
turning to New York after
years of absence; "he had sur-
ficient capital, a thorough knowledge of
his business and exceptional shrewdness
and sagacity."
"He was sour and morose," was the re-

ply. "He always suspected his employees
of cheating him, and was discourteous to
his customers. Hence, no man ever put
good will or energy into work done for
him, and his patrons went to shops where
they were sure of civility."
Many people work their hands off, meta-
phorically speaking, and deny themselves
the common comforts of life in their ef-
forts to succeed, and yet render success
impossible by their cross-grained, dis-
agreeable manners. They repel patronage

and business goes to others who are really
less deserving but more agreeable.
Bad manners often neutralize even hon-
esty, industry and the greatest energy,
while agreeable manners win in spite of
other defects.
Good Manners Currency.
It has been well said that no one can
escape the bondage of good manners. Its
fetters may be silken, but they are as
strong as those that wheel the earth
along in its orbit. And, while all must
obey its laws, those laws furnish a cur-
rency with which if the beggar provide

himself therewith, he is better off in all
the markets of the world than the prince
who has it not.
Many a man owes his position or for-
tune largely to a fine manner. "Thank
you, my dear; please call again," gra-
ciously spoken to a little beggar girl who
bought a penny worth of acorns, proved a
profitable advertisement, and helped make
Lundy Foots a millionaire.
Perhaps nothing besides downright hon-
esty contributes so much to one's success
in life as agreeable manners, the genuine
courtesy that is based on good nature.
Other things being equal, of two per-
sons applying for a position, the one with
the best manners gets it. A rude, coarse
manner creates an instantaneous preju-
dice, closes hearts and bars doors against
us.

The difference between a well-bred man
and an ill-bred man," said Dr. Johnson,
"is this: One immediately attracts your
kindness, the other your aversion. You love
one till you find reason to hate him; you
hate the other till you find reason to love
him."
Dr. Johnson on Courtesy.
"Uncouth and domineering as he was
himself, yet the good doctor, in common
with all the world, was attracted by the
charm of a fine manner in others. Speak-
ing of a man of exquisite courtesy and
tact, he said:
"I remarked with what justice of dis-
tribution he divided his talk to a wide cir-
cle; with what address he offered to
every man an occasion of indulging some
favorite topic or displaying some particu-
lar attainment; the judgment with which

he regulated his inquiries after the ab-
sent; and I soon discovered that he
possessed some science of graciousness
and attraction which books had not
taught; that he diffused upon his cursory
behavior and most trifling actions a glow
of softness and delicacy by which every
one was dazzled; and that, by some oc-
cult method of captivation, he animated
the timorous, softened the superstitious
and opened the reserved. I could not but
regime at the intelligence of my own man-
ners, which left me no hope, but not to
offend, and at the insufficiency of rustic
benevolence, which gained no friends but
by real service.
Thousands of professional men, with-
out any special ability, have succeeded in
making fortunes by means of a courteous
manner. Many a physician owes his re-
putation and success to the recommenda-
tion of friends and patients, who remem-
ber his kindness, gentleness, consideration
and courtesy. This has been the experi-
ence of hundreds of successful lawyers,
clergymen, merchants, tradesmen and
men of every class and of every walk in
life.

Kindness of "Sam" Jones.
"Golden Rule" Mayor Samuel M. Jones
of Toledo, O., owed his popularity and
success as a public man as well as a busi-
ness man largely to his great kindness of
heart and courtesy to all men. A story
illustrating these qualities is worth tell-
ing.
Upon going to his factory one morning
during a hard winter Mr. Jones found af-
ter the entrance door a sign: "No
help wanted." He had the obnoxious sign

immediately removed, remarking: "Men
who apply for work should have at least
a decent reception; maybe we can help
them by kind words, even if we have no
work for them."
There is no doubt that Gov. John L.
Bates of Massachusetts also owes much
of his success to his gracious manner. He
was a college mate of the writer's, who
well remembers how even in those early
years his genial spirit, strong personality
and courtesy won him a large place in
the hearts of all his teachers and associ-
ates. It was the same when he left col-
lege. His pleasing address and affable
character, pushed him right ahead of men
of greater experience and perhaps equal
ability.

Young men often think, if they happen
to be in a position of more or less im-
portance of authority, that they may be
as gruff and rude as they please without
injury to themselves (it does not occur
to them to consider the feelings of others).
But in this they are greatly mistaken.
Rude to Grover Cleveland.
Grover Cleveland once taught a young
man of this type a lesson which it is to
be hoped was of service to him.
When Alonzo B. Cornell was Governor
of New York he had a clerk who often
remained seated while callers at the capitol
were obliged to stand while they trans-
acted business with him. One day a
delegation headed by Mr. Cleveland, who
was then a young attorney, called to
plead for the life of a condemned man.
After the clerk had kept the members of

the delegation waiting for two hours
the outer hallway he admitted them
to the Governor's office, who finally re-
fused to sign the pardon.
One year after Mr. Cleveland was
elected Governor of New York State, he
advised his election he visited the
him around and asked him if there was
anything he would like to have
said Mr. Cleveland, "there is not
thing you can do for me, if you will
that is to remove the clerk who is
waiting outside so long when I want
here. It may teach him a lesson in
liteness." The clerk was removed.
A man's position, no matter how
ed it may be, is no excuse for rudeness
or lack of courtesy. The accident of
never does not give you the right to
self, happen to be under the
biest man or woman in your employ
want is far superior to his or her
sueful than yourself. Gentleness
consideration for others, not selfish
business, are the touchstones of all
greatness.
Courtesy as Bank Asset.
The late George G. Williams, presi-
of the Chemical National bank of New
York, who was for nearly half a cen-
the virtual head of that great institu-
(Continued on page 11.)

BEFORE AND AFTER ELECTION

All Parties Share Alike Here in their Trading Advantages

This store treats all alike. Whether high or low your financial standing--whether plainly or elegantly clad--matters not to us.

Notice of What's Going to Happen in Our Different Dep'ts This Week

Do you remember what a gala day for bargains last Monday was in this store? Well, tomorrow is to be marked by a still happier array of just the things you need at prices to suit the smallest purses. In the front rank of special offers will be the want that cold weather, now setting in, suggests. Each item here quoted is a bargain gem.

SPECIAL FOR MONDAY MORNING FROM 9 TO 12 O'CLOCK

ANOTHER GREAT FUROR IN FLANNELS! Monday, from 9 to 12 o'clock HEAVY-WEIGHT, SOFT AND DOWNY OUTING FLANNEL!

In red, light blue, cream and pure white, ACTUALLY WORTH 12½c, limit \$1 worth to a customer, which entitles every corner to 12½ yards, at, a yard **8c**
THE SALE BEGINS PROMPTLY AT 9 O'CLOCK, and we warn you to be here early. We know that if we had twice as many they would be sold before 12 o'clock.

THE GRANDEST VALUE SKIRT SALE TO COMMENCE TOMORROW MORNING AT 9 AND LASTS UNTIL 12

\$6.00 Walking Skirts---\$3.35
New model walking skirts, made of heavy men's suiting, navy blue and brown mixtures, 9-gore, open at foot with narrow strappings, button trimmed, just the right length for comfort, special at **\$3.35**

MONDAY FROM 9 TO 12 O'CLOCK, HANDKERCH'FS FOR LADIES AND CHILDREN

White handkerchiefs with fancy hemstitched or fancy drawn border, any number of pretty styles to pick from. The value is 10c each. You'll certainly want some of them, so be on time. Sale is Monday, 9 to 12 o'clock, at, each **5c**
\$1.00 and \$1.25 Qualities--24 Inches Wide

Crepe de Chines at 59c Yd.

MONDAY, 9 TO 12 A. M. ONLY.
For three hours Monday forenoon we offer thirty colors assorted qualities and shades, including cream and black, values as stated above, for, a yard **59c**
Limit twenty-five yards to a customer.

OUR SHOE DEP'T Monday Morning Special, 9 until 12 a. m.

BOYS' GOOD SCHOOL SHOES
WORTH \$1.25, sizes 8 to 12½,
special for three hours, only **95c**

BOYS' CLOTHING DEPARTMENT SPECIAL

MONDAY MORNING FROM 9 TO 12.
We have about thirty sample reefer coats for small boys from 3 to 8 years, which we will sell for less than cost of material. Regular values from \$4 to \$6. Sale price for three hours only **\$1.95**

MONDAY FROM 9 TO 12 O'CLOCK, 15c Silkolines at 8½c a Yard

You can expect to find a large crowd of shrewd buyers in this section Monday morning who will avail themselves of this extraordinary bargain, so get here early.

1000 YARDS SILKOLINES, all the wanted designs in correct shadings, suitable for draperies and comforter coverings, worth **15c**, for three hours from 9 to 12 o'clock only, at **8½c**

ESTABLISHED 1864

F. Auerbach & Bro.
ONE PRICE TO ALL NEVER UNDERSOLD

ANOTHER LIST OF GREAT SPECIALS FOR THIS WEEK IS HERE TOLD IN

SILKS AND DRESS GOODS

For the benefit of many women quick to see such opportunities. It is almost unnecessary to say that the prices are first-class and among the most fashionable of the season. Ordinary prices are made to appear exorbitant.

Black Silk Specials

36-INCH BLACK TAFFETA SILK, extra heavy quality, crisp and lustrous, a most suitable quality for a shirt waist suit or underskirt, never sells less than \$1.75. Special price Monday and all week, per yard **\$1.29**

27 INCHES WIDE BLACK TAFFETA SILK, soft finish and very lustrous, suitable for any purpose, never sold under 90c. Special price Monday and all week, per yard **69c**

Exceptional Values in Broken Assortments

Of stylish Dress Goods, consisting of Mohairs, Cravenettes, Scotch Tweeds, check novelties, Snowflake mixtures and corded Sultings, all of this season's late style materials, 44 to 46 inches wide, actual value \$1.25 to \$1.50 a yard, all going this week, at a yard **79c**

PRICE SURPRISES FOR THIS WEEK FROM

GENT'S Furnishings DEP'T.

This section is continually offering sterling values, therefore its continued business is readily accounted for.

GENT'S BLACK WOOL HOSE, sizes 9½ to 11. Our regular 25c grade. A leader for this week, at per pair **17c**

GENT'S SUSPENDERS, in fine elastic web, leather ends, worth 50c. Sale price for this week **25c**

AND BEST OF ALL THIS LIST OF SPECIAL VALUES FROM

OUR CLOAK DEP'T.

It is one of the best Bargain Budgets that were ever advertised, and we feel certain that it will be appreciated and responded to as such.

Three Strong LEADERS

FOR THIS WEEK'S SPECIAL SELLING.

Ladies' Neckwear

Spangled Stock Collars, Lace Stock Collars and a variety of other pretty novelties, including some beautiful designs in embroidered Buster Brown effects, values up to 40c each, go on sale at--

19c

Stocking Caps

Babies', Boys' and Girls' styles of fine all-wool Stocking Caps in light and dark colors, styles you'd expect to pay 50c each for, go on sale this week at--

23c

Ladies' Belts

An elegant line of handsome Silk or Leather Belts in black and every desirable color, styles that are worth up to \$1.00 each, go on sale here this week at--

45c

Our Shoe Dep't. Extra Special Values for One Week.

CHILD'S KID LACE SHOES, WORTH 65c, sizes 5 to 8--
50c
CHILD'S FINE KID SHOES, LACE AND BUTTON, WORTH \$1.00, sizes 6 to 8--
75c
It Pays to Buy Shoes and Rubbers of Us.

SPECIAL FOR MONDAY AFTERNOON FROM 2 TO 5 O'CLOCK

... Monday, 2 to 5 P. M., We Will Sell ...

RIBBONS

Worth Up to 25c a Yard, at **10c a Yd.**

This price will make purchasing almost imperative when you consider the exceptional values offered and the beautiful styles shown. The lot includes NOBBY PLAIDS in Nos. 9, 12 and 22 widths, all colors PURE SILK TAFFETA in Nos. 12, 16, 22, 40, 60 widths, and PURE SILK SATIN TAFFETA in Nos. 12, 16, 22 and 30 widths. With the Christmas holidays approaching you can't afford to miss this sale. Remember the time, 2 to 5 Monday afternoon. The price, a yard **10c**

SPECIAL IN OUR Colored Dress Goods Section

MONDAY FROM 2 TO 5 O'CLOCK.
Heavy wool dress goods in plain and fancy weaves, suitable for suits or school wear. Regular price 40c a yard, one-half price Monday only, 2 to 5 o'clock, AT, A YARD **20c**

MONDAY FROM 2 TO 5 O'CLOCK, A Table Cloth Special

Which will create more excitement and better buying attendance than anything that has happened in Salt Lake the last ten months.

120 White Linen Table Cloths

WITH DRAWN WORK BORDER ALL AROUND, 24 yards long and 15 inches wide, durable qualities, beautiful patterns, regular price \$2.00. Limit one to a customer, at, each **\$1.18**

YOU NEED A WAIST. HERE IS YOUR CHANCE. MONDAY FROM 2 TO 5 P. M.

\$1.50 Shirt Waist for 85c

A special purchase of twelve dozen Momi cloth, mercerized finish, fleeced shirt waists in white with black polka dots, plain tucked front and French back, large sleeves, tailor made effects. Tomorrow afternoon, 2 to 5 o'clock, special at **85c**

Our Shoe Dept. Monday Afternoon Special, 2 UNTIL 5 P. M.

Girls' Extra Good School Shoes
POSITIVELY WORTH \$1.65, light or heavy soles, sizes 1½ to 2. **\$1.35**
special for three hours only

IN OUR MILLINERY DEPARTMENT SPECIAL MONDAY FROM 2 TO 5 P. M.

200 LADIES' UNTRIMMED FELT HATS, value \$1.50, for three hours at, each **25c**

Gents' Furnishing Section SPECIAL

MONDAY AFTERNOON FROM 2 TO 5 O'CLOCK.
GENT'S UNION SUITS in heavy cotton, fleeced back, all sizes, our regular \$1.50, on sale for three hours only **75c**